

Message Text

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PAGE 01 TEHRAN 07305 021136Z
ACTION NEA-10

INFO OCT-01 ISO-00 CCO-00 PASO-00 EB-08 COME-00 ICA-20
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R 021018Z AUG 78
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 9621

UNCLAS TEHRAN 7305

STATE PASS TO: MR. JON SILVERMAN
SEAGRAM OVERSEAS SALES CO.
375 PARK AVENUE
NEW YORK, NEW YORK 10022 - TEL: 212 572-7000

EO 11652: N/A
TAGS: BEXP, IR
SUBJ: SIXTH TEHRAN INTERNATIONAL TRADE FAIR

1. FOR THE SIXTH CONSECUTIVE YEAR, THE UNITED STATES IS PARTICIPATING IN THE TEHRAN INTERNATIONAL TRADE FAIR, THE MOST IMPORTANT COMMERCIAL EVENT HELD ANNUALLY IN IRAN, IT DREW 1.7 MILLION VISITORS IN 1977. THE AMERICAN PAVILION WILL HOUSE ABOUT 35 EXHIBITORS REPRESENTING A BROAD SPECTRUM OF AMERICAN PRODUCTS.

2. SEAGRAM HAS TRADITIONALLY SUPPORTED SIMILAR U.S. GOVERNMENT SPONSORED EVENTS WORLDWIDE, INCLUDING PREVIOUS TEHRAN INTERNATIONAL TRADE FAIRS. THE EMBASSY WOULD WELCOME A CONTRIBUTION AGAIN THIS YEAR, AND WOULD BE HAPPY TO BRING AN ACKNOWLEDGMENT IN THE PAVILION CATALOG AND TO ALLOW SEAGRAM TO DISTRIBUTE PROMOTIONAL LITERATURE IN THE PAVILION LOUNGE AREA.

3. IF POSSIBLE, THE EMBASSY WOULD APPRECIATE RECEIVING SIX CARTONS OF 100 PIPERS WHISKEY, TWO CARTONS OF FOUR UNCLASSIFIED

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ROSES WHISKEY, TWO CARTONS OF BURNETT'S WHITE SATIN GIN, AND TWO CARTONS OF NIKOLAI VODKA, AND TWO CARTONS OF WHISKEY.

4. SHIPMENTS SHOULD BE ADDRESSED TO U.S. AMBASSADOR, U.S. EMBASSY TEHRAN, IRAN, FOR U.S. EXHIBITION. ARRANGEMENTS FOR SHIPPING SHOULD BE MADE THROUGH THE U.S.

DEPARTMENT OF COMMERCE SHIPPING OFFICE, 26 FEDERAL PLAZA,
NEW YORK CITY, PHONE 212 264-8990. THE EMBASSY WILL
ASSUME RESPONSIBILITY FOR FREIGHT CHARGES.

5. PLEASE ADVISE IF A CONTRIBUTION WILL BE POSSIBLE VIA
U.S. TRADE CENTER TEHRAN, TELEX NO. 21 3179, ATT'N:
ROBERT CULVER.
AMERICAN EMBASSY
TEHRAN IRAN
NAAS

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TEHRAN07305
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780317-0975
Format: TEL
From: TEHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197808105/aaaadkge.tel
Line Count: 74
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 232e0358-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1555433
Secure: OPEN
Status: NATIVE
Subject: SIXTH TEHRAN INTERNATIONAL TRADE FAIR
TAGS: BEXP, IR
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/232e0358-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014